



# SOUTH KOREA & JAPAN TRADE MISSION

Hosted by the Great Lakes and St. Lawrence Governors & Premiers  
April 19-23, 2021 – Seoul and Tokyo

Join the Great Lakes St. Lawrence Governors & Premiers multi-sector trade mission to South Korea and Japan! Benefit from customized B2B meetings to meet with prospective customers and business partners, which is critical to establishing business relationships in the region. Let the MEDC affiliate trade offices in South Korea and Japan save you valuable time and resources to maximize your results.

## WHY SOUTH KOREA AND JAPAN?

In 2018, Japan ranked #4 in terms of Michigan's volume of exports and South Korea ranked #6.

2018 bilateral MI-Japan trade in goods surpassed \$4.6 billion and MI-South Korea trade in goods surpassed \$7.4 billion. Japan's GDP is valued at \$4.872 trillion, ranking 3rd in the world and 2nd in East Asia. Korea's GDP is valued at \$2.09 trillion, ranking 11th in the world and 3rd in East Asia.

Korea's leaders look to technology-intensive industries to drive growth:

- Aerospace and defense
- Energy
- Environmental technology
- Healthcare (medical devices, biotechnology, pharmaceuticals)
- Industrial chemicals
- Information technology components
- Semi-conductor manufacturing
- Transportation

Top Michigan exports to Japan include:

- Chemicals Metal manufacturing
- Computer and electronic products
- Machinery
- Transportation equipment

## INCLUDED SERVICES

- Mission briefing
- Group ground transportation
- Networking events
- Logistical assistance
- Customized B2B matchmaking meetings for up to four days of one-on-one meetings

## MATCHMAKING OPPORTUNITIES

- Kick-off conference call to understand objectives of participation, products, and perceived route to the market
- Pre-visit market research and briefings
- Customized appointments with prospective partners, distributors, and buyers

## SPACE IS LIMITED—APPLY NOW!

- \$1,500 mission participation fee required by February 8, 2021
- \$500 per additional participant
- Eligible companies may receive up to 50% reimbursement for travel expenses and mission fees through the State Trade Expansion Program (STEP).

For more information, visit

<https://www.michiganbusiness.org/export/>

## REGISTRATION LINK

[CLICK HERE](#)

## FOR MORE INFORMATION:

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## REGISTRATION DEADLINE IS FEBRUARY 8, 2021



MICHIGAN ECONOMIC  
DEVELOPMENT CORPORATION

